

At KCFX-FM / Susquehanna Radio our commitment is to make our community a better place to live. This commitment is firm, and the cornerstone of our efforts is that of "localism". Local public service campaigns, local public affairs programming, local news coverage, and local music programming are the foundation of our community service.

Thank you in advance for reviewing this document. We are confident that our vision for local community involvement is passionate and set in place not out of obligation but out of our unwavering responsibility to serve our community.

KCFX-FM Local News

We broadcast 15 local newscasts per week in morning drive. We will also interrupt regularly scheduled programming to provide breaking news coverage when necessary. Recent examples include a house explosion and tornado coverage as well as Kansas City Chiefs news and Draft updates.

KCFX-FM Local Public Affairs

Our public affairs programming includes two locally produced weekly half hour interview shows. Recent guests/topics have included Mike Talboy from the ACLU discussing the Patriot Act, Col. Ted Dalburg from the Salvation Army discussing donut days and Sarah O'Brein from the Kansas City Zoo discussing environmental education. Our public affairs director also attends quarterly ascertainment meetings to insure our public affairs programming reflect the issues affecting our audience.

Selecting KCFX-FM Programming

We consistently research our market to insure that we are meeting the taste of our local interest in both the music that we play and the content we air. We host auditorium music tests at least twice a year as well as annual perceptual studies. During football season, we broadcast the Kansas City Chiefs NFL games. In addition to the games, we also air interactive pre and post game programming as well as weekly one hour Head Coach and General Manager Shows from on site locations throughout the community.

KCFX-FM Emergency Programming

We monitor both EAS and Amber alerts and have committed to broadcast the latter every fifteen minutes for the hours after the alert is issued. We also broadcast emergency traffic and weather information.

KCFX-FM Community Responsive Programming

We air nearly 500 public service announcements every quarter, dedicated to our community. Recently we have aired announcements for the Children's Miracle Network 100 mile motorcycle ride, the Buddy walk to benefit First Down's for Down Syndrome, the Jackson County Parks and Rec 22nd Annual Triathlon to benefit Baptist/Lutheran Medical Center, Police Safety Days and Chiefs Night to benefit the Arthritis Foundation.

As the Flagship station for the Kansas City Chiefs, our sports department keeps our audience informed of the latest Chiefs news and information.

KCFX-FM Music

For over 15 years, we have broadcast the Kansas City Blues Show. This is a one of a kind two hour weekly program hosted by a local blues expert featuring music that can not be heard anywhere else. We also play music from several local artists in our music mix and have sponsored several of their concerts over the past year.

KCFX-FM Community Activities

"Bash the Colts" live broadcast to benefit the Chiefs Charities. Chiefs fans caught up in the playoff excitement took swings at a Dodge "Colt" in exchange for donations.

The Have a Heart Food Drive featured one of our personalities living in a truck for a week to collect food donations to benefit "Harvesters" which distributes food to local food banks.

Every March, the station partners with the Community Blood Center for the March

Madness Blood Drive. The event features a week-long drive and live broadcast with our personalities.

Station personalities participated in Greater Kansas City Day, selling special edition newspapers to benefit Kansas City Youth Charities.

Over the summer, we encouraged reading by joining with "Lanterns for Literacy". We hosted events with celebrity readers and other family activities.

Our twelve-week "Hometown Tour" campaign featured a series of live broadcasts from different cities in the metro and raised thousands of dollars for local charities including "Safe" benefiting the families of fallen police officers and fire fighters.

Our train to end stroke campaign included PSAs a celebrity auction and a commitment from our personalities to raise \$10,000 and participate in an upcoming marathon.

KCFX personalities sold special edition newspapers on Red Friday at metro street corners with the proceeds benefiting the Kansas City Chiefs Charities.

Our morning show hosted the Donate life Golf Classic. We broadcast PSAs and donated items for the auction to benefit the National Kidney Foundation.

We sponsored the American Heart Association Festival of Wines, providing PSAs, on-air promotional support, Public Affairs programming, ticket giveaways, email blasts, web presence and on-air presence to drive traffic to this event and generate donations to the American Heart Association.

David E. Alpert
Market Manager
Susquehanna Kansas City